

## THE SPECIFICATION

### At Paragraph [0040]:

FIG. 1B is a diagram illustrating an embodiment of an exemplary media exchange network 120 in which the communication of user activity information may be used to support user and user base profiling and consumption feedback, in accordance with the present invention. Similar to the media exchange network 100 of FIG. 1A, the media exchange network 120 of FIG. 1B comprises a MPS 122 at a 1st subscriber 121, a MPS ~~127~~ 126 at a 2<sup>nd</sup> subscriber ~~126~~ 125, and a PC 139 at a third subscriber 130. The media exchange network 120 further comprises a 3<sup>rd</sup> party service provider 132, a 3<sup>rd</sup> party sales provider 133, and a 3<sup>rd</sup> party media provider 134. The wide-area network (WAN) infrastructure 131 provides connectivity between the MPS's 122, ~~127~~ 126 and the PC 139, and permits access to 3<sup>rd</sup> party service provider 132, 3<sup>rd</sup> party sales provider 133, and 3<sup>rd</sup> party media provider 134. It should be noted that although the illustration of FIG. 1B shows a particular complement of MPS's and PC's, this does not represent a limitation of the present invention.

### At Paragraph [0041]:

As in the exemplary media exchange network of FIG. 1A, the MPS's (122 and ~~127~~ 126) may be, for example, enhanced set-top-boxes and may each include a TV screen (123 and 128) and a remote control (124 and 129). The PC 139 may include a PC monitor, a keyboard, and mouse. The MPS's 122 and ~~127~~ 126, and the PC 139 include functional software to support interaction with the various elements of the media exchange network 120, in accordance with various embodiments of the present invention.

**At Paragraph [0042]:**

In addition to the elements described above, the media exchange network of FIG. 1B comprises a 3<sup>rd</sup> party monitoring service 138. The 3<sup>rd</sup> party monitoring service 138 is connected to the WAN infrastructure 131, which provides connectivity to the MPS's 122, 127 426 of the 1<sup>st</sup> and 2<sup>nd</sup> subscribers 121, 126, the PC 139 of the 3<sup>rd</sup> subscriber 130, the 3<sup>rd</sup> party service provider 132, the 3<sup>rd</sup> party sales provider 133, and the 3<sup>rd</sup> party media provider 134. Exemplary functionality of 3<sup>rd</sup> party monitoring service 138 is described in detail below.

**At Paragraph [0043]:**

In the exemplary media exchange network 120 of FIG. 1B, each activity by a media exchange network 120 user entity that results in the consumption of media channel content, such as the media channels exposed by 3<sup>rd</sup> party service provider 132, 3<sup>rd</sup> party sales provider 133, or 3<sup>rd</sup> party media provider 134, initiates the transmission of activity information to the 3<sup>rd</sup> party monitoring service 138. It is a function of 3<sup>rd</sup> party monitoring service 138 to process the activity information from subscriber terminals such as, for example, the MPS's 122, 127 426 or the PC 139 of FIG. 1B, for later use by those organizations that may have interest in media channel access and consumption. Examples of such organizations include, for example, vendors who advertise or promote products or services, producers or distributors of media channel programming, and rating service companies such as A. C. Nielsen and J. D. Edwards.

**At Paragraph [0044]:**

The following example illustrates the process by which user activity information is generated and collected, with reference to FIG. 1B. In FIG. 1B, the 1<sup>st</sup> subscriber 121 selects one of the media channels listed on their personal media guide user interface, as displayed on the TV screen 123 of the MPS 122. For the purposes of this example, let us assume that the selected media channel was exposed by the 3<sup>rd</sup> party media provider 134. This selection may be performed using, for example, the remote control 124. The act of selecting a media channel for consumption may cause the MPS 122 to compare characteristics of the selected media channel, and other factors, to a set of activity monitor parameters, the details of which are described below with respect to FIG. 1C. If the characteristics of the selected media channel and other factors such as, for example, the time-of-day or date, fit within the activity monitor parameters, the MPS 122 transmits activity information 125 to a designated destination via media exchange network 120. The activity information 125, the activity information 140 from the activity of the 2<sup>nd</sup> subscriber 126, and the activity information ~~131~~ 1310 from the 3<sup>rd</sup> subscriber 130 are delivered via WAN infrastructure 131 to 3<sup>rd</sup> party monitoring service 138 as part of activity information stream 137. The 3<sup>rd</sup> party monitoring service 138 processes the incoming activity information stream 137, and transmits the processed activity information 135 to the 3<sup>rd</sup> party media provider 134